

**BOARD OF HIGHER EDUCATION**  
**REQUEST FOR COMMITTEE AND BOARD ACTION**

**COMMITTEE:** Academic Affairs

**NO.:** AAC 14-39

**COMMITTEE DATE:** April 29, 2014

**BOARD DATE:** May 6, 2014

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**APPLICATION OF GEORGE WASHINGTON UNIVERSITY TO AWARD THE MASTER OF PUBLIC HEALTH**

**MOVED:** The Board hereby approves the Certificates of Organization of the **George Washington University** to offer the **Master of Public Health**.

Authority: Massachusetts General Laws Chapter 69, Section 30 et seq.

Contact: Shelley Tinkham, Ph.D., Assistant Commissioner for Academic, P-16 and Veterans Policy

## **BOARD OF HIGHER EDUCATION**

**May 2014**

### **George Washington University Master of Public Health**

#### **INTENT**

The mission of George Washington University's Milken School of Public Health is to "advance the health of the populations of local, national, and global communities" and to "develop tomorrow's leaders in public health and health sciences through the creation of innovative educational opportunities". The proposed Master of Public Health (MPH) is designed for individuals seeking to become leaders in the design of population and community health programs in the US and globally.

The proposed MPH will emphasize local, national and global health practice, as well as, interdisciplinary teaching, focused on core competencies and skills. Students will be allowed to tailor their education to community level, national, or global interests in the United States and countries around the world. The program will focus on core public health competencies including biostatistics and epidemiology, cultural competency, health communication, leadership, evaluation methods, public health biology and systems thinking.

The U.S. Bureau of Labor Statistics estimates that through this decade all public health fields will grow nationally at a minimum of 19 percent, upwards to over 30 percent. The Center for Disease Control prioritized several public health initiatives that would impact well over 2 million Americans and more than a billion children worldwide. Graduates of the program can go on to become Health Services Administrators, Biostatisticians, Epidemiologists, Nutritionists, Biomedical Laboratory Scientists and more. In Massachusetts, healthcare is an established and growing field, thus this online degree program seeks to contribute to a need for more practitioners in the field of public health.

The program will mostly be delivered online with a required practicum taking place in Massachusetts. The online delivery of the program seeks to respond to the need to create more flexible options for working professionals and furthers the institution's mission of preparing public health leaders beyond its D.C. borders. The proposed program is designed to reflect the same level of quality, i.e. the same faculty, curriculum and resources provided in the existing residential Master of Public Health.

The Institution's Board of Trustees approved the online Master of Public Health on January 17, 2013.

#### **INSTITUTIONAL OVERVIEW**

George Washington University, located in Washington D.C., was chartered by the Congress of the United States in 1821 and its mission is to provide a "dynamic, student focused community stimulated by cultural and intellectual diversity...built upon a foundation of integrity, creativity, and openness to the exploration of new ideas." GWU is a research university with a mission that fosters excellence in teaching as well as intellectual inquiry. With the advent of online education, the institution is expanding its mission to engage students outside of the D.C. area.

GWU is regionally accredited by the Middle States Commission on Higher Education and the Public Health program is professionally accredited by the Council on Education for Public Health (CEPH). The CEPH has accredited both the on the ground MPH and the online MPH. CEPH process specifically cites the creation of an online format as a change that would be evaluated as part of the next evaluation cycle which will take place before December 31, 2015.

The institution is requesting to offer the Master of Public Health, its first degree in Massachusetts.

## **ACADEMIC AND RELATED MATTERS**

### *Admission Requirements*

The admissions standards for the proposed online program in Massachusetts will be the same as for the existing residential program standards. As a CEPH accredited school of public health, GWU participates in the online Schools of Public Health Application Service (SOPHAS). All admissions decisions will be considered on a rolling basis. TOEFL scores will be required for international students.

Each applicant must submit:

- Official transcripts from all institutions. SOPHAS also requires that students detail all classes that they have taken during their academic career.
- Resume or cover letter detailing work and/or volunteer experience, and honors and awards received.
- Two letters of recommendation.
- Standardized test scores (typically GRE scores, GMAT, MCAT or LSAT scores as appropriate)
- A personal statement of career goals and how the MPH Program relates to them

### **Projected Massachusetts Enrollment**

	<b># of Students Year 1</b>	<b># of Students Year 2</b>	<b># of Students Year 3</b>	<b># of Students Year 4</b>
New Full Time	2	3	5	5
Continuing Full Time	0	2	3	5
New Part Time	0	0	0	0
Continuing Part Time	0	0	0	0
<b>Totals</b>	<b>2</b>	<b>5</b>	<b>8</b>	<b>10</b>

### *Curriculum (Attachment A)*

The proposed program is 45 credits and requires students to take 15 credits worth of core courses, 15-17 credits of program specific courses and 9-11 elective credits. Program specific concentrations include: Health Communication, Health Policy and Program Planning and Evaluation. Students have the option of concentrating on one area or cover a range of domains within public health practice. Students will also be required to take a practicum and a culminating experience, both 2 credits each. If a student is already has a job, internship or fellowship, he or she may complete the practicum at his or her place of employment.

During the practicum experience students will be able to apply their knowledge from class in a real-world setting, as well as demonstrate their mastery of the following competencies:

- Describe biological mechanisms of major diseases causing death and disability in the US and globally
- Define communities and identify and assess relevant population health needs.
- Assess the functions, capacities, management, and governance of governmental, international and non-state organizations that comprise health systems.
- Apply public health theory an experiential evidence to develop and manage project, program and institutional strategies to reduce community and individual health risks.
- Conduct core program evaluations and complete an assessment of program outcomes, achievements, impacts and shortcomings. Communicate findings to stakeholders.
- Apply relevant quantitative and qualitative tools and concepts to inform policy analysis for different audiences and topics.
- Develop knowledge and skills in fundamentals of environmental health including the connection between population health and exposures to chemical, physical, and biological agents in the environment.

### *Delivery Method*

The program is delivered online, except for the practicum experience that students will complete at sites in Massachusetts. Self-paced or asynchronous course content will cover material taught in a typical lecture. These sessions will include original, broadcast-quality video segments, self-paced lectures, interactive case studies and collaborative activities designed to foster teamwork. Students will have access to this content 24 hours per day, seven days a week. In live or synchronous class sessions, a professor and a cohort of 10 to 15 students will collaborate in an online classroom at prearranged dates and times. The technology will also enable live office hours with professors and student led study groups, all of which will be recorded so students can revisit them, even after they have completed the course.

## **RESOURCES AND BUDGET**

### *Faculty and Staff*

The program is housed in the recently renamed Milken School of Public Health. As of January 2014, there are nine current fulltime faculty who teach in the online version of the MPH and all faculty members hold doctoral degrees in appropriately related fields. As the program grows, additional part-time and full-time faculty will be hired to teach the synchronous portion of additional sections of the program.

There are nine full-time support staff providing admissions support, student advising, student placement, and administrative support. A dedicated staff position will support the placement of students in professional work experience as well as providing support and guidance for career placement after completing the degree. All support services for the online program will be managed by a fulltime assistant director for operations. The University plans to add staff if and when the demand for services grows.

#### *Facilities, Library and Information Technologies*

All online MPH students will have digital access to the Himmelfarb Health Science Library. Online students are given a GW Net ID and can access library resources through the University's Virtual Private Network. Students will have access to 3,377 library databases and journals that are available for online use as well as 745 electronic textbooks. Students will have access to the following Electronic Databases: Business Source Complete, CCH Health, Human Resources, and Labor, CQ HealthBeat, Global Health, Health Policy Reference Center, among others.

The library also provides a wide array of resources and services specifically designed for the distance education student, including the shipment of books from its collection. The library assumes the cost of shipping books to users. The borrower assumes the costs of shipping the books back to Himmelfarb. The library staff is all available by email or phone throughout the year to assist students, faculty and staff.

#### *Budget (Attachment B)*

Expenditures will be adjusted based on the size of the program, so the attached budget reflects both tuition revenue and program expenditures based on the projected enrollment sizes. Both revenue and expenditures would increase or decrease based on the demand for the program.

The first few years of the program will require an investment to build the program to sustainable levels. The University will use endowment funds to pay for the initial investment for the program and it expects the program to repay the endowment back during the third fiscal year, once it achieves sustainability.

#### **INTERNAL REVIEW**

The institution's proposal was internally reviewed. George Washington University's residential program is professionally accredited by the Council on Education for Public Health (CEPH). The CEPH process specifically cites the creation of an online format as a change that would be evaluated as part of the next evaluation cycle. Based upon the institution's professional accreditation of the residential MPH program and review of the institution's resources, Department staff have determined that the online version of the program meets or exceeds the standards contained in the 610 CMR 2.07 in the Degree Granting Regulations for Independent Institutions of Higher Education.

#### **PUBLIC HEARING**

The required public hearing was held on April 28, 2014 at the Department of Higher Education, located at One Ashburton Place in Boston, Massachusetts. No objections to the petition were presented.

## **STAFF ANALYSIS AND RECOMMENDATION**

After a thorough evaluation of all documentation submitted, staff is satisfied that the proposal of **George Washington University** award the **Master of Public Health** meets the requirements set forth in 610 CMR 2.07 in the Degree Granting Regulations for Independent Institutions of Higher Education. This program will be delivered online with the exception of the practicum which will be conducted in Massachusetts. Recommendation is for approval.

## ATTACHMENT A: CURRICULUM OUTLINE

<b>Major Required (Core) Courses (Total # of courses required = 12-13)</b>		
<i>Course Number</i>	<i>Course Title</i>	<i>Credit Hours</i>
PubH 6001	Biological Concepts for Public Health	2
PubH 6002	Biostatistical Applications for Public Health	3
PubH 6003	Principles and Practice of Epidemiology	3
PubH 6004	Environmental and Occupational Health in a Sustainable World	2
PubH 6007	Social and Behavioral Approaches to Public Health	2
PubH 6005/08	Policy & Management Approaches to Public Health	3
PubH 6014	Practicum ( <i>not required for MSPH or midcareer MPH</i> )	1-3
PubH 6015	Culminating Experience	2-3
PubH 6412	Global Health Data Analysis	2
PubH 6442	Comparative Health Systems	2
PubH 6500	Planning and Administration of Health Promotion/Disease Prevention Programs	2
PubH 6532	Community Organization Development, and Advocacy	3
PubH 6202	Introduction to the U.S. Health Care System	2
	SubTotal # Core Credits Required	28-32
<b>Elective Course Choices (Total courses required = 7-9) (attach list of choices if needed)</b>		
PubH 6437 or	Global Health Program Evaluation	2
PubH 6501	Evaluation of Health Promotion/Disease Prevention Programs	3
PubH 6430 or	Theories for Global Health Communication Interventions	2
PubH 6503	Introduction to Public Health Communication and Marketing	3
	Health Communication	
PubH 6432	Global Health Communication Interventions	2
PubH 6570	Advanced Public Health Communication: Theory and Practice	3
PubH 6574	Public Health Branding: Theory and Practice	2
	Health Policy	
PubH 6305	Fundamentals for Health Policy: Public Health and Health Care	2
PubH 6315	Introduction to Health and Policy Analysis	2
PubH 6335	Public Health and Law	3
PubH 6376	Primary Health Care Policy	2
PubH 6413	Global Health Policy and Analysis	2
	Program Planning and Evaluation	

PubH 6572	Marketing Research for Public Health	3
PubH 6435	Global Health Program Development and Implementation	2
PubH 6530	Qualitative Methods in Health Promotion	2
PubH 6411	Global Health Data Collection	2
PubH 6533	Design Health Surveys	2
	SubTotal # Elective Credits Required	13-17

<b>Curriculum Summary</b>	
Total number of courses required for the degree	45
Total credit hours required for degree	45
<b>Prerequisite, Concentration, Dissertation or Other Requirements:</b>	



**ATTACHMENT B – BUDGET**

<b>The George Washington University School of Public Health and Health Services</b>						
<b><u>SPHHS - High Level Fiscal Financial Summary (000's)</u></b>						
<b>School Year</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Revenues	\$0	\$2,867,118	\$7,320,782	\$10,168,287	\$11,903,174	\$13,389,578
Overhead Commitments	\$0	\$1,863,627	\$4,758,508	\$6,609,386	\$7,737,063	\$8,703,226
Key Staff	\$70,313	\$285,469	\$294,757	\$302,854	\$311,939	\$321,298
SPHHS Admissions Costs	\$8,861	\$59,813	\$68,674	\$77,535	\$84,181	\$86,396
Instruction	\$0	\$319,865	\$816,729	\$1,134,406	\$1,327,955	\$1,493,783
Hiring and Training	\$0	\$28,063	\$71,654	\$99,525	\$116,505	\$131,054
Student Support	\$0	\$64,798	\$165,452	\$229,806	\$269,015	\$302,608
Other Costs	\$181,289	\$316,987	\$327,445	\$371,169	\$439,309	\$493,635
Surplus	-\$260,463	-\$71,502	\$817,564	\$1,343,607	\$1,617,207	\$1,857,579